

JUBILEE GARDENS STEERING GROUP

Events Strategy

14 October 2010



Jubilee Gardens is an important and high profile open space in central London, with a stunning and unique urban location and large visitor numbers. Sitting on the banks of the Thames, in London's cultural quarter on the South Bank, and adjacent to one of London's most popular visitor attractions, it provides a unique opportunity for rest and relaxation in an otherwise busy outdoor environment.

In recognition of its location in the heart of London's most vibrant cultural quarter, and the role such activities play in enhancing and widening the enjoyment of visitors and users of the South Bank, it is appropriate that cultural events take place on Jubilee Gardens, as part of the overall life of the site. Cultural events on Jubilee Gardens should be led by strong creative ideas, and should offer a high quality audience experience. They will need to be produced and presented by an organisation with a relevant track record and experience, and must operate within the Premises License to be issued by Lambeth Council to the Jubilee Gardens Trust.

For this reason the Jubilee Gardens Trust has agreed that the Southbank Centre should lead the cultural events programme in partnership with the Trust and other organisations who wish to produce and present events, according to the agreed "**Jubilee Gardens Cultural policy**".

Cultural events on Jubilee Gardens must be a distinctive and fitting response to both the scale and nature of the park's own landscape and to the wider urban and cultural landscape of which Jubilee Gardens is part. Proposed events should have a clear answer to why this unique and significant site is the best location in the wider London or community context. They should have wide family or popular appeal, be often or nearly always free, and, where relevant, offer potential for participation in the event itself.

The impact of events on the landscaping and facilities of the park will be a key consideration for the Trust, and will be reflected in contractual agreements accordingly.

The number of cultural events within a year will be limited, so proposals will be prioritised according to the areas above and in line with the Cultural policy.



Jubilee Gardens Cultural Events Policy

1. CRITERIA FOR A CULTURAL EVENT

A cultural event at the Premises should intend to achieve all or some of the following objectives:

- 1.1 have a wide family or popular appeal;
- 1.2 be often or nearly always free;
- 1.3 if possible, offer potential for the audience to participate in the event itself;
- 1.4 have strong creative ideas;
- 1.5 offer a high quality audience experience;
- 1.6 be produced and presented by organisations with a relevant track record and experience who will be able to effectively plan, manage and control the event;
- 1.7 operate within any applicable premises licence relating to the Premises; and
- 1.8 fit with the scale and nature of the Premises' landscape and the wider urban and cultural landscape which the Premises forms part of.

2. EXAMPLES OF TYPES OF CULTURAL EVENTS

Examples of the types of cultural events that are likely to fall within the above criteria are outlined below:

2.1 Concerts in informal standing or picnic formats

- 2.1.1 The following types of concerts could be acceptable:
 - (A) performances of varying scales from small through to some on a larger scale, probably linked to a wider festival programme across the South Bank;
 - (B) concerts which could share the park with other activities, including food and drink, within cultural festivals such as a Cajun Festival or an African season;
 - (C) concerts presented for free either to standing or picnicking audiences either in the day and in the evening; and
 - (D) certain orchestral events.



2.1.2 The concerts set out above will be focused in the summer months, and could take place on a number of timescales, including:

- (A) a single event;
- (B) several concerts over a long weekend, making use of the same temporary facilities;
- (C) a week of evening programming; and
- (D) a 10-day festival with weekend concerts and lower-key events on weekdays.

2.1.3 Events with loud amplification or an unmanageable audience appeal will not be acceptable.

2.2 Day time festivals and performances

2.2.1 As long as day time festivals and performances are conceived in a way that is appropriate to the landscaping and life of the site, it is anticipated that day time festivals and performances are likely to be suitable. These could either be located solely at the Premises, or be part of a wider celebration across the public spaces of the South Bank. This strand could include events such as the annual Mayor's Thames Festival held each September across the South Bank, or activities such as specially commissioned carnival parades.

2.2.2 The events specified in paragraph 2.2.1 should take place in the summer months to avoid risk of bad weather, and associated risk of damage to the grass and soft landscaping.

2.3 Specially commissioned performances or artists' installations

2.3.1 Created through working with artists or arts organisations, specially commissioned performances or artists' installations can take any form, drawing their inspiration from the place in which they are located, sometimes working with local people, to create something responsive to its environment and often unique. Projects under this strand might include performance pieces or installation pieces in situ for a given period.

2.3.2 They can take place at any time of the year, with excellent possibilities for light based installations to lift the site in winter



2.4 Big screen events

2.4.1 The presentation of big screen events, on temporarily installed screens, could be a suitable strand of activity at the Premises, to include:

- (A) film screenings including premieres, silents with live music or archive seasons;
- (B) live relays of arts or sports events from inside the South Bank Centre or from elsewhere in London or beyond e.g. Royal Opera House, Rugby World Cup;
- (C) broadcast material; and
- (D) specially devised or commissioned events incorporating a big screen amongst other elements.

2.4.2 These are likely to be focused in the summer months, in either daytime or evening

2.5 Night time spectacle

The Premises will also be able to accommodate occasional events using night time spectacle. This could involve use of pyrotechnics, or processional or performance elements, or artists' installations using light. These events are likely to take place in the summer months, but can also provide beautiful installations or activities in winter.

2.6 Small scale regular programming

There may also be regular small scale cultural programming in the summer months. This is likely to include informal concerts, street theatre, dance, and story telling, and is most likely to take place at weekday evenings and weekends.

2.7 Local residents and employees

The cultural programme should include activities specifically targeted at the local residential and working community. This is likely to include a programme of small scale lunchtime performances, early evening events and children's workshops as well as being incorporated into larger scale events aimed at a wider community.

2.8 Other events

Other types of appropriate cultural events may be proposed from time to time.